

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas layanan, brand image (citra merek), dan harga terhadap kepuasan pelanggan dan loyalitas pelanggan pada Rumah Sakit Islam Jemursari Surabaya. Jenis penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian ini diperoleh dengan menggunakan metode nonprobability sampling, yaitu teknik pengambilan sampel yang tidak memberikan kesempatan sama bagi setiap unsur populasi untuk dipilih menjadi sampel. Jenis sampel yang dipakai dalam penelitian ini adalah aksidental yaitu teknik penentu sampel berdasarkan kebetulan siapa saja yang secara kebetulan bertemu dengan peneliti. Berdasarkan metode nonprobability sampling tersebut di dapat 100 sampel di Rumah Sakit Islam Jemursari Surabaya. Metode analisis yang digunakan adalah analisis jalur (path analysis) dengan menggunakan aplikasi SPSS versi 25 (Statistical Product and Service Solution).

Hasil penelitian menunjukkan bahwa kualitas layanan, brand image (citra merek), dan harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas layanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Harga berpengaruh negatif dan signifikan terhadap loyalitas pelanggan. Brand image berpengaruh positif dan tidak signifikan terhadap loyalitas pelanggan.

**Kata kunci :** kualitas layanan, *brand image*, harga, kepuasan pelanggan, loyalitas pelanggan

## **ABSTRACT**

*This research aimed to examine the effect of service quality, brand image, and price on the customers' satisfaction and customers' loyalty at the Islamic Hospital Jemursari Surabaya. While, the research was quantitative. Moreover, the data collection technique used non-probability sampling, in which there was equal opportunity for each population elements to be chosen as sample. Meanwhile, its sampling used accidental approach i.e. the sample was taken accidentally as the researcher met the respondents. In line with, there were 100 respondents of Islamic Hospitals Jemursari, Surabaya as sample. Moreover, the data analysis technique used path analysis with SPSS (Statistical Product and Service Solution) 25.*

*The research results concluded service quality price had positive and significant effect on the customers' satisfaction. Likewise, brand image price had positive and significant effect on the customers' satisfaction. Similar to price and brand image, price as well as service quality had positive and significant effect on the customers' satisfaction. On the other hand, brand image had positive and insignificant effect on the customers' loyalty.*

*Keywords: service quality, brand image, price, customers' satisfaction, customers' loyalty*

## ABSTRACT

This research aimed to examine the effect of service quality, brand image, and price on the customers' satisfaction and customer's loyalty of Islamic Hospital Jemursari, Surabaya. While, the research was quantitative. Moreover, the data collection technique used non-probability sampling, in which there was equal opportunity for each population elements to be chosen as sample. Meanwhile, its sampling used accidental approach i.e. the sample was taken accidentally as the researcher met the respondents. In line with, there were 100 respondents of Islamic Hospitals Jemursari, Surabaya as sample. Moreover, the data analysis technique used path analysis with SPSS (Statistical Product and Service Solution) 25.

The research result concluded service quality price had positive and significant effect on the customers' satisfaction. Likewise, brand image price had positive and significant effect on the customers' satisfaction. Similar to price and brand image, price as well as service quality had positive and significant effect on the customers' satisfaction. On the other hand, brand image had positive and insignificant effect on the customers' loyalty.

**Keywords:** Service Quality, Brand Image, Customers' Satisfaction, Customers' Loyalty



I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day

30/10/19

M. Faisal, S.Pd., M.Pd

STIESIA Language Center  
Menur Pumpungan 30 Surabaya 60118, Indonesia